



# DOWN HOME RODEO: DHR'S 19<sup>TH</sup> ANNUAL GALA

## Sponsorship Opportunities

### During Event

### Marketing Recognition

#### Wrangler Sponsor

(One available with VIP section)



\$5,000

- Choice of elevated VIP section next to the stage with 10 seats and signage or two premium reserved tables (16 tickets) with signage
- VIP reserved parking for 4 vehicles
- Unlimited access to online silent auction
- Option to purchase 1 room at the Coupland Inn for night of the event (\$200/each)
- 20 game tickets
- Verbally recognized in welcome and closing address

- Full page ad in the event program
- Logo on event website (until June 2023)
- Logo on event flyers (100+ posted in local communities of Elgin, Bastrop, Taylor, etc.)
- 2 Facebook posts to 11,950 followers
- 2 Instagram posts to 1,950 followers
- Full slide on rotating projector screen
- Local newsprint and all event emails before and after the event
- Spring edition of DHR Spirit Newsletter

#### Bull Rider



\$2,500

- One premium reserved table (8 tickets) with signage
- VIP reserved parking for 2 vehicles
- Access for 10 to online silent auction
- 10 game tickets
- Verbally recognized in welcome address
- Option to display promo materials

- 1/2 page ad in the event program
- Logo on event website (until June 2023)
- Logo on event flyers (100+ posted in local communities of Elgin, Bastrop, Taylor, etc.)
- 1 Facebook post to 11,950 followers
- 1 Instagram post to 1,950 followers
- 1/2 slide on rotating projector screen
- Spring edition of DHR Spirit Newsletter

#### Bronc Rider



\$1,000

- Half reserved table (4 tickets) with signage
- VIP reserved parking for 1 vehicle
- Access for 6 to online silent auction
- 6 game tickets
- Option to display promo materials

- 1/4 page ad in the event program
- Logo on event website (until June 2023)
- 1 Facebook post to 11,950 followers
- 1 Instagram post to 1,950 followers
- 1/2 slide on rotating projector screen

#### Roper



\$500

- 2 Gala tickets with signage
- Access for 4 to online silent auction
- 4 game tickets
- Option to display promo materials

- 1/6 page ad in the event program
- Logo on event website (until June 2023)
- 1 Facebook post to 11,950 followers
- 1 Instagram post to 1,950 followers
- 1/6 slide on rotating projector screen

#### Barrel Racer



\$250

- 1 Gala ticket with signage
- Sponsor 1 Rancher to attend Gala
- Access for 2 to online silent auction
- 2 game tickets

- 1/8 page ad in the event program
- Logo on event website (until June 2023)
- 1 mention Facebook post to 11,950 followers
- 1 mention Instagram post to 1,950 followers
- 1/8 slide on rotating projector screen

#### Rancher Champion



\$100

- Sponsor 1 Rancher to attend Gala

- Mention in event program
- Mention on rotating projector screen



# DOWN HOME RANCH

## MARKETING ANALYTICS



# 3,974

Active Email Subscribers

# 23,944

Monthly Website Impressions

### Facebook



11,950 = Followers

35,481 = Average People Reached Per Month

2,771 = Average Link Clicks Per Month

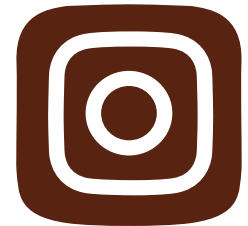
263 = Average Post Shares Per Month

### Instagram

1,950 = Followers

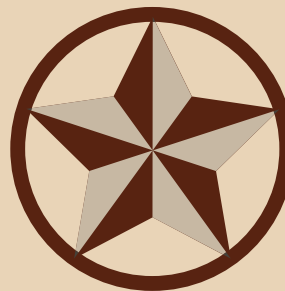
9,864 = Average Impressions Per Month

1,076 = Average Post Likes Per Month



### Average Top Follower Likes on Facebook

Austin = 1,028  
Elgin = 668  
Bastrop = 297  
Taylor = 265



### Average Top Website Reach for Austin, TX

Clicks - 389  
Impressions - 4,878  
Conversions - 14.19